# CANR'THTS FDUNTANN PENS MECHANICAL PENCILS DESK STANDS 



## PRICE LIST

May 1,1929

# C A R TE R'S FOUNTAIN PENS MECHANICAL PENCILS DESK STANDS 

## THE CARTER'S INK COMPANY ESTABLISHED 1858

${ }^{2} 39$ First Street, Cambridge C BOSTON, MASSACHUSETTS

New York: 74 Duane Street Chicago: 9-1I West Austin Ave. Canadlan Factory: Mt. Royal Ave. and Drolet St., Montreal, P. Q.



Main Factory and Executive Offices, Kendall Square, Cambridge, Near Boston, Mass.

## You Know The Ink!

Through the same tested methods of manufacturing, selling and advertising, The Carter's Ink Company is making Carter Fountain Pens, Mechanical Pencils and Desk Stands as widely and favorably known.


A Partial View of the Fountain Pen and Pencll Manufacturing Department Showing a Number of the Machines Necessary to Turn Out These Precision-Made Writing Instruments.

The Carter Line offers your customers what they most desire-quality and long service with beauty-all the requisites for your success in building a profitable business on Carter's Fountain Pens and Mechanical Pencils.

## Writing Smoothness Long Life Attractive Appearance



FINISHING DEPARTMENT
In order that a fountain pen may give perfect satisfactioncarried without leaking and used without flooding or stallingit is necessary that the cap and barrel fit exactly. These skilled workmen through lorg experience and by the use of special precision gauges insure this. The threads on the pen section and the corresponding grooves on the cap, the meeting surface and the seating for the nib demand minute accuracy.


PEN SETTING:
The proof of the pen is in the writing point. These experts see to it that the gold nib and the comb feed are so combined in the pen barrel and so perfectly adjusted to each other that there is a smooth velvety flow of ink from the nib the minute it touches the paper, and that this flow stops the instant the hand is hifted.

## ARE WHAT THE CONSUMER DEMANDS AS ESSENTIAL QUALITIES IN A WRITING INSTRUMENT.

These are the high spots that The Carter's Ink Company offers in their complete line of Fountain Pens, Mechanical Pencils, and Desk Stands.

IF YOU SELL THE CARTER LINE HERE ARE SOME OF ITS ADVANTAGES: -

## The best merchandise that skill and money can produce.

## Selling features such as-

The smooth-writing Osmiridium Point that makes writing a pleasure.

The Carter Rocker Spring Clip that protects the pocket against wear and the pen against loss.

A special guarantee on all Carter Pens selling at $\$ 5.00$ or more-a general guarantee on others priced at $\$ 3.50$ or less.

A short line, yet complete enough to satisfy every type of pen user.

Carter Desk Stands with bases of marble, onyx and metal mounted with single or double pens.

The Carter Mechanical Pencil - precision built with a smooth propel-repel-expel action.

Practical and attractive accessories such as Traveler's Cases and special Gift Boxes.

## Plenty of Assistance in Selling The Carter Pen

## SOME OF THE SELLING HELPS FOR THE CARTER LINE INCLUDE:-

Color pages in Collier's and black and white pages in the Saturday Evening Post at the important selling seasons during the year.

Window and Counter Signs; Window Displays; and printed matter with your name and address.

Special set boxes without charge on all pens and pencils sold as sets; trays for your show cases; counter and floor cases on liberal terms.

Details of our cobperation are explained in the pages that follow.

As our success and yours in the pen business depends upon giving the consumer what is wanted, we will appreciate at all times your comments, suggestions and criticisms of the Carter line.

## THE CARTER'S INK COMPANY (Cambridge Station)

 BOSTON, MASSACHUSETTS9-11 West Austin Ave. Chicago, Illinois

74 Duane Street
New York City


SMOOTHING PEN POINTS
The Carter Osmiridium Point must be velvety smooth to the writer's touch before it is passed to the Inspection Department and it must pass here a final minute inspection before being placed in stock for your use.


FINAL INSPECTION
A section of our Inspection Department where completed pens are tested for the action of the filler device, filled with ink, given a writing test, and passed on to the final inspector to be cleaned again and sent to the Packing Department.

## A Liberal Guarantee On All Carter Pens



Alt Carter Pens selling at $\$ 5.00$ or more with Flexible or Stiff nibs are unconditionally guaranteed. Pers selling at $\$ 3.50$ or less carry a general guarantee. (See exact wording of both guarantees on color pages.)


SEASONING VAULTS
The Carter's Ink Company uses the new unbreakable materiaks in naking pens and pencils which makes seasoning necesaary. The vaults shown contain raw stock both in rod form and cut rough shapes, together with partly finished cape and barrels, which are returned to this process several times during manufacture. Through regulated temperature, the material is properly seasoned so that when the pen is completed there will be no danger of its shrinking or changing


TOOL AND GAUGE DEPARTMENT
shape. Bear in mind that this seasoning is in addition to what the manufacturer has already given the material before it is shipped to us.
In the Tool Department, a force of men is kept constantly at work making new tools and gauges so that Carter Pens and Pencils may maintain their reputation as precision-made writing ustruments.


## THE CARTER PEN GUARANTEE

The Carter's Ink Company guarantees all Pens selling at $\$ 5.00$ or more without reserve againsteverything but loss for the life of the user, providing the entire pen, with all broken parts is returned to the factory postage paid. A charge will be


10135 Lacquer Red 9135 Green 5135 Blue 4135 Red-Black 2135 Black Pol. Gald Ring. Band and Lever


4233 Red-Black 23 I.ac, Red 9233 Green 5233 Blue 2233 Black PoL. Gold Rone. Band Gond Lever
and
Rerail 83.50


2223 Black Pol 10223 Lac. Red 9223 Green 5223 Blue 4223 Red-Black
Gold Clit, Band and Luvet


5117 Blue 0117 Lac. Red 9117 Green 4117 Red-Black 2117 Black Pol. Guid Clib. Band and Lever
Retail $\$ 7.00$

The Flexible Nib is the easiest writer for the average hand-it gives a free and even flow without pressure.
Be sure to specify poant wanted on each item ordered
made for missing parts only. Other Carter Pens at $\$ 3.50$ and $\$ 2.75$ are guaranteed indefinitely against any defects in matcrials sor workmanshipas well as wear. Misuse and a buse are not covered in this guarantee on pens selling at these prices.


9125 Green
10125 Lac. Red
10125 Lac. Red
5125
4125 Red-Black
2125 Black Pol
Gold Clip, Band
and Lewet

PEN POINTS. All items are regularly stocked in
flexible - Mediam or Fine STIXH-Medium or Finc SPECTAL POINTS Either Flexible or Stiff
 453 Red-Black 253 Black Pol $\begin{array}{ll} & 454 \text { Red-Black } \\ & 254 \text { Black Pol }\end{array}$ Retaid $\$ 3.50$ Gold Ring and Band Medinm Lensth
955 Green 1055 Lac. Red 555 Blue 455 Red-Black 255 Back Polished Gold Cutp and Band Retail $\$ 3,50$

## Carter's Fountain Pens-Price List

## And Now It's Carter's Pearltex Pens

For beauty and craftsmanship there is nothing that approaches the latest Carter offer-ing-Pearltex. For years the public has called for a Mother-of-Pearl Pen similar to the "class" pen of preceding generations-until Carter perfected Pearltex-real Mother-of-Pearl-all efforts to make such a pen were of no avail.

Now Carter's Pearltex, made by a patented and exclusive process, is found in four rich lustrous colors, each with a sheen that is without a rival.

| Color | $\begin{gathered} \text { Catalog } \\ \text { No. } \end{gathered}$ | Description | Retail Price |
| :---: | :---: | :---: | :---: |
| PEARL | 11117 | L.ong barre1 with Clip. Black top. Cap band, clip and lever of gold. | \$10.00 |
|  | 11125 | Medium barrel with Clip. Black top. Cap band, clip and lever of gold. | 8.00 |
|  | 11233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 6.00 |
|  | 11237 | " " " Clip. " " " clip " " " " | 6.00 |
|  | 112334 C | Travelling Case of Pearl with 11233 Pen and 1154 Pencil. | 12.00 |
| ROSE PETAL | 12233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 6.00 |
|  | 12237 | " " " Clip. " " " clip " " " " | 6.00 |
|  | 122334C | Travelling Case of Rose Petal with 12233 Pen and 1254 Pencil. | 12.00 |
| $\begin{aligned} & \text { CERULEAN } \\ & \text { BLUE } \end{aligned}$ | 13125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 8.00 |
|  | 13233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 6.00 |
|  | 13237 | " " Clip. " " " clip " " " " | 6.00 |
|  | 132334 C | Travelling Case of Cerulean Blue with 13233 Pen and 1354 Pencil. | 12.00 |
| WAVE GREEN | 14125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 8.00 |
|  | 14233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 6.00 |
|  | 14237 | " " " Clip. " " " clip " " " " | 6.00 |
|  | $\overline{142334 C}$ | Travelling Case of Wave Green with 14233 Pen and 1454 Pencil. | 12.00 |

## Carter's Coralite Pens

Carter's Blue, Green, Lacquer Red, etc., acceptance by the public should convince every dealer that these colors are considered standard. They represent the present vogue in What's What.


## Carter's Fountain Pens-Price List-Coralite-Continued

| Color | $\begin{aligned} & \text { Catalog } \\ & \text { No. } \end{aligned}$ | Description | $\begin{aligned} & \text { Retail } \\ & \text { Price } \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| CORALITE GREEN | 9117 | Long barrel with Clip. Double cap bands, clip and lever of gold. | \$7.00 |
|  | 9125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 5.00 |
|  | 9135 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 5.00 |
|  | 9136 | " " " Clip. "- " clip " " " " | 5.00 |
|  | 9223 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 3.50 |
|  | 9233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 9237 | " " Clip. " " " clip " " " | 3.50 |
|  | 92334 C | Travelling Case, Green Mother of Pearl, 9233 Pen and 954 Pencil. | 8.00 |
|  | 91354 C | " " " " " " 9135 " " 954 | 9.50 |
| CORALITE <br> LACQUER <br> RED | 10117 | Long barrel with Clip. Double cap bands, clip and lever of gold. | 7.00 |
|  | 10125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 5.00 |
|  | 10135 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 5.00 |
|  | 10136 | " Clip. " " " clip " " " | 5.00 |
|  | 10223 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 3.50 |
|  | 10233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 10237 | " " Clip. " " " clip " " " | 3.50 |
|  | 102334C | Travelling Case, Maize Mother of Pearl, 10233 Pen and 1054 Pencil | 8.00 |
|  | 101354 C | " " 10135 " ${ }^{\text {c }} 1054$ " | 9.50 |
| RED-BLACK MOTTLED | 4117 | Long barrel with Clip. Double cap bands, clip and lever of gold. | 7.00 |
|  | 4125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 5.00 |
|  | 4135 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 5.00 |
|  | 4136 | " ". " Clip. " " " clip " " " | 5.00 |
|  | 4223 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 3.50 |
|  | 4233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 4237 | " " Clip. " " " clip " " " " | 3.50 |
|  | 42334 C | Travelling Case, Maize Mother of Pearl, 4233 Pen and 454 Pencil. | 8.00 |
|  | 41354 C | " " " " " " 4135 " " 454 " | 9.50 |
| TURQUOISE BLUE | 6233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 6237 | " Clip. " " ". clip " " " " | 3.50 |
|  | 62334 C | Travelling Case, Maize Mother of Pearl, 6233 Pen and 654 Pencil. | 8.00 |
| SQUIRREL GRAY | 7233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 7237 | "." " Clip. " " " clip " " " | 3.50 |
|  | 72334C | Travelling Case, Maize Mother of Pearl, 7233 Pen and 754 Pencil. | 8.00 |

## Black Polished and Red Polished Carter's Fountain Pens

| $\begin{aligned} & \text { BLACK } \\ & \text { POLISHED } \end{aligned}$ | 2117 | Long barrel with Clip. Double cap bands, clip and lever of gold. | \$7.00 |
| :---: | :---: | :---: | :---: |
|  | 2125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 5.00 |
|  | 2135 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 5.00 |
|  | 2136 | " " "Clip. " " " clip " | 5.00 |
|  | 2223 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 3.50 |
|  | 2233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 2237 | " " " Clip. " " " clip " " " " | 3.50 |
|  | 22334 C | Travelling Case, Maize Mother of Pearl, 2233 Pen and 254 Pencil. | 8.00 |
|  | 21354C | " ${ }^{*}$ | 9.50 |

## Price List-Black and Red Carter's Fountain Pens-Continued

| Color | Catalog No. | Description | Retail Price |
| :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { RED } \\ & \text { POLISHED } \end{aligned}$ | 1117 | Long barrel with Clip. Double cap bands, clip and lever of gold. | \$7.00 |
|  | 1125 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 5.00 |
|  | 1135 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 5.00 |
|  | 1136 | " " " Clip. " " " clip " " " " | 5.00 |
|  | 1223 | Medium barrel with Clip. Double cap bands, clip and lever of gold. | 3.50 |
|  | 1233 | Short barrel with Ring. Double cap bands, ring and lever of gold. | 3.50 |
|  | 1237 | " " " Clip. " " " clip " " " " | 3.50 |
|  | 12334 C | Travelling Case, Maize Mother of Pearl, 1233 Pen and 154 Pencil. | 8.00 |
|  | 11354 C | " ${ }^{\text {" }}$ | 9.50 |
| SPECIAL PENS | 2323 | Medium barrel of black. Clip and lever of gold. | 2.75 |
|  | 2333 | Short barrel of black. Ring and lever of gold. | 2.75 |

CARTER PEN POINTS
Pen points are classified as flexible medium or flexible fine; stiff medium or stiff fine.
The flexible nib is the easiest writer for the average hand:-it gives a free and even flow without pressure. Special points either flexible or stiff can be supplied.

| Color |
| :--- |

Carter's Black and Red

| BLACK POLISHED | 253 | long | 3.50 |
| :---: | :---: | :---: | :---: |
|  | 255 | medium | 3.50 |
|  | 254 | short | 3.00 |
| $\begin{aligned} & \text { RED } \\ & \text { POLISHED } \end{aligned}$ | 153 | long | 3.50 |
|  | 155 | medium | 3.50 |
|  | 154 | short | 3.00 |

## Carter Pencil Leads

## No. L D 24 TWO DOZEN LEAD DISPLAY

Please order Spectal Assortments on this display by Catalogue No. No less than 6 Tubes of a Degree. Standard packing is 1 dozen Medium, 1/2 dozen Hard, 1/2 dozen Soft.

## CARTER'S LEADS

Made from selected materials to insure satisfactory use in any pencil. Packed 12 leads in a metal tube, full count, 12 tubes of a color in a slip cover box.
B PAI-Soft
PA2-Medium
PA3-Hard
PA4-Indelible
RETAIL 10c. a Tube
C
PA5-Red
PA6-Green
PA7-Blue
RETAIL 15c. a Tube


No. L D 24
RETAIL $\$ 2.40$ each

No. L D 96 EIGHT DOZEN LEAD DISPLAY


No. L D 96
RETAIL $\$ 12.00$ each

## CARTER'S LEADS

AND ERASERS
3 Dozen Tubes A-2 Medium
11/2 Dozen Tubes A-1 Soft
11/2 Dozen Tubes A-3 Hard
6 Dozen Tubes at 10 cents retail $\$ 7.20$
1 Dozen Boxes 2 Erasers each, retail $\$ 1.20$
1/2 Dozen Tubes A-4 Indelible
1/2 Dozen Tubes A-5 Red
1/2 Dozen Tubes A-6 Green
3/2 Dozen Tubes A-7 Blue
2 Dozen Tubes at 15 cents retail, $\$ 3.60$
TOTAL RETAIL VALUE $\$ 12.00$

## CARTER'S ERASERS

Best grade red rubber to fit standard size barrels and oversize Carter pencils.

01 -Four oversize erasers in box RETAIL 10c. a Box

02-Two standard erasers with metal holders in box.

RETAIL 10c. a Box

## The Carter <br> OSMIRIDIUM POINT <br> Pen

## SPECIAL BOXES FOR SETS

GENUINE RED CEDAR with dull rubbed finish, inlay design transfer, two pairs brass hinges. Box rests on low feet giving chest effect.

List Price
$\$ 1.00$
each


H ere is a new and exclusively Carter Pen and Pencil Gift Box for the class of trade that wants the best and is willing to pay the price. Selected Red Cedar, attractively proportioned, with a custom-made look that sells the box.


Interior view of Red Cedar Chest Box. Silk plush base and satin pad of champagne color.

## TRAVELING CASES

Traveling Cases for the $\$ 3.50$ Ladies' pen and $\$ 3.00$ Ladies' pencil, or the $\$ 6.00$ Pearltex Ladies' pen and the 84.00 Pearltex Ladies? pencil, are furnished in mother-of-pearl colors to harmonize with the pen and pencil ordered.


Sold Complete with
Coralite Pen and Pencil, Retail Price $\$ 8.00$ Pearltex Pen and Pencil, Retail Price $\$ 12.00$


Carter Pens and Pencils sold as Gift Sets atre packed in atractive set boxes,
No. XC61Y-Red and Gold, cream base lining-for men's sets. No, XC63Y-Same style for ladies' pens.
No. XC61K-Black and Gold, black lining for men's sets.
No. XC63K-Same style for ladies' pens.

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## Price List-Carter Desk Stands <br> WITH THE CARTER osmiridium PEN







## Carter Desk Stands

## WITH THE CARTER $\begin{gathered}\text { onnman } \\ \text { vour } \\ \text { PEN }\end{gathered}$

CCarter Desk Stands for this season cover all the popular shapes and combinations as well as materials: Green Onyx-Brown (Algerian) Onyx-Mexican Onyx-Bronze in several finishes-Oxidized and Polished Silver Plate; as well as the standard specialties: Crystal Plate, Polished Black Glass and Marble.

Tthe new Carter Gold Receiver was crafted and designed for us exclusively by a leading jewelry manufacturer. It is beautifully proportioned with a graceful taper from swivel to its bell lipped black top. It is ornamented by tasteful chasing where the metal meets the rubber top. The stands below show this beautiful receiver.
 <br> <br> \section*{<br> \section*{THE <br> <br> \section*{<br> \section*{THE <br> <br> \section*{<br> \section*{THE <br> <br> <br> <br> <br> CARTER LINE <br> <br> <br> <br> <br> CARTER LINE <br> <br> <br> <br> <br> CARTER LINE <br> <br> <br> <br> <br> includes stands <br> <br> <br> <br> <br> includes stands <br> <br> <br> <br> <br> includes stands <br> <br> <br> for <br> <br> <br> for <br> <br> <br> for <br> <br> <br> All types of Office Desks <br> <br> <br> All types of Office Desks <br> <br> <br> All types of Office Desks <br> <br> <br> Bank Desks <br> <br> <br> Bank Desks <br> <br> <br> Bank Desks <br> <br> <br> Hotel Office and Room <br> <br> <br> Hotel Office and Room <br> <br> <br> Hotel Office and Room Desks Desks Desks <br> <br> <br> Gifts by Business Firms <br> <br> <br> Gifts by Business Firms <br> <br> <br> Gifts by Business Firms Ladies' Desks Ladies' Desks Ladies' Desks <br> <br> <br> Personal Gifts for all <br> <br> <br> Personal Gifts for all <br> <br> <br> Personal Gifts for all occasions} occasions} occasions}

No. 3000


No. 3200
Antique Bronze Finish, single light with hutton switch, cord and plug. Bell shaped shade adjustable to any angle.

Equipped with a Carter Green Coralite Pen Complete without Bulb, $\$ 25.00$ 10-29


No. 3100
Antique Bronze Finish, single light with pull. Ball and sockec joint permits tilting shade at any angle.
Height of lamp
.....143/4 inches
Dimensions of base.
$63 / 4 \times 47 /$ inches
Dimensions of shade $\quad 10 \frac{1}{4} \times 55 \%$ inches
Equipped with a Carter Blue Coralite Pen Complete without Bulb, $\$ 50.00$

## Carter Desk Stands

## 



## "Occasion" Desk Stands

Fon those who select the unusual gift at special -occasions, - the committee or the individual,Carter's "Occasion" Desk Stands offer distinctivedcsigns in a variety of desk pen combinations.

No. 2300

## Horse and Warrior Desk Stand

Pedrara Onyx Base
$81 / 2$ inches in diameter
No. 5145 Blue Pen regularly swpplied. Any color pen. supplsed or order.
RETAIL PRICE $\$ 35.00$


No. 2000
Clock Desk Stand

## Mexican Onyx Base

14 inches long; 8 inches wide; $11 / 4$ inches thick No. 9145 Green Pens repudarly supplied. Any color pons supplied on order. Telechron Electric Time. Gold dial and besel ring. White silk cord with split plug.
To be sold and used under the following condition: to be used oally on 310 volts zilternating current where master clock regulation from powet house is available. Supplued in 60 cyclec, but available in 50,40 or 25 , or to cover practically any cycle ratiog.

RETAIL PRICE $\$ 125.00$ EACH
No. 2700
Same base as No. 2000 but furnished with Seth Thomas eight-day seven-jewel movement with raised bronze numeral dial and key wind.

RETAIL PRICE $\$ 135.00$

## Carter Desk Stands WITH THE CARTER $\begin{gathered}\text { oskypitix } \\ \text { pont } \\ \text { PEN }\end{gathered}$

## "Occasion" DESK STANDS

HAVE the smooth writing osmiridium point Carter Pen, the attractive gold and black receiver, especially designed for Carter, and the finest grade and color of Pedrara Onyx for bases.


No. 2500

## Pelican Desk Stand

Pedrara Onyx Base
$81 / 2$ inches in diameter
No. 5145 Blwe Pen regularly supphised. Any calor pen supplied on order.
RETAIL PRICE $\$ 40.00$

No. 2600
Pelican Desk Stand
Mexican Onyx Base
10 inches long; 7 inches wide; 1 inch thick
No. 9145 Green Pent regularly ssepplied. Any color pen supplied ors order.
RETAIL PRICE $\$ 60.00$


No. 2200

## Cowboy Desk Stand

Mexican Onyx Base
12 inches long; 8 inches wide; 1 inch thick
No. 5145 Bhue Pen regudarly supplied. Any color pen supplied on order.
RETAIL PRICE $\$ 60.00$

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# Carter Desk Stands <br> WITH THE CARTER $\begin{gathered}\text { osmigmias } \\ \text { pont } \\ \text { PEN }\end{gathered}$ 

"Occasion"<br>DESK STANDS

No. 2400

## Elephant Desk Stand

Mexican Onyx Base
$131 / 4$ inches long; $83 / 8$ inches wide; 1 inch thick No. 9145 Green Pens regularly supplied, Any color pons supplsed on order.
RETAIL PRICE $\mathbf{\$ 6 0 . 0 0}$



Ship's Wheel made from material taken from the $U, S$. Frigate Constitution-"Old Ironsides"

No. 1000
$81 / 2 \mathrm{in} . x 12 \mathrm{in}$. No. 5 Pens, Green barrels
$\$ 50.00$

PENS ADJUSTED TO ANY ANGLE!
A special swivel joint fastens the pen socket to the base and permits the pen to be adjusted to any desired position. The swivel action is entircly free without fixed positions-something exclusave in Carter Desk Stand construction.


PENS LIE FLAT FOR SAFETY !
This is a two-fold talking point-first, it permits the stand being put away and locked up, and second, allows the pen to be placed is this position when not in use, lesscring the chance of injury when a roll-top desk cover is lowered or when someone brushes against the stand while it is on the desk.

# The Carter $\begin{gathered}\text { osmiridium } \\ \text { POINT }\end{gathered}$ Pen Pen and Pencil Display Cases 



FOUR DOZEN UPRIGHT DISPLAY CASE Length: $201 / 2 \mathrm{in}$. Width: $7 \frac{1}{4} \mathrm{in}$. Height: 16 in . Costs dealer \$9.25 F. O. B. Kendallville, Ind.
Supplied on order with four dozen Carter Pens and Pencils of which two dozen at least must be pens.

Carter Pens to the retail value of $\$ 9.25$ supplied to cover cost of case.
Be sure to specify finish wanted:
Walnut or Mahogany.


No. 9523
TWO DOZEN UPRIGHT DISPLAY CASE Length: $201 / 2 \mathrm{in}$. Width: $6 \frac{1}{4} \mathrm{in}$. Height: 10 in . Costs dealer $\$ 6.50$ F. O. B. Kendallville, Ind.
Supplied on order with two dozen Carter Pens and Pencils of which one dozen at least must be pens.

Carter Pens to the retail value of $\$ 6.50$ supplied to cover cost of case.
Be sure to specify finish wanted:
Walnut or Mahogany.

Specifications on Cases Nos. 9460 and 9523.
Well-seasoned, kiln-dried gumwood. Attractive hand-rubbed effect in walnut or mahogany finish. (Specify finish desired otherwise walnut will be supplied.)

To obtain this unusual finish, cases are stained, shellaced, sanded and dusted, given a coat of high grade Coach varnish, sanded again, then given a coat of semi-gloss varnish.

Heavy glass front.
Trays are in one piece, either two or four dozen capacity and lift out for close inspection of merchandise, are equipped with combination spring catch and strong lock (one key). Genuine gray silk velvet tray lining.

Packed in strong shipping containers.


No. 24M
TWO DOZEN METAL DISPLAY CASE
Length: 15 in . Width: 9 in . Height: $10 \frac{2}{4} \mathrm{in}$.
Finnished in dull mahogany with gold and red lettering. Lithographed heavy metal. Has rubber feet to protect counter. Spring door in back with lock and 2 keys. Generous storage space for extra stock. Trays are standard, one dozen size and may be used separately in other cases.

Given outright F. O. B. Boston on order with two dozen Carter Pens and Pencils of which one dozen at least must be pens.

# The Carter <br> OSMIRIDIUM POINT <br> Pen 

Pen and Pencil Floor Case-"Full Vision" Style


NO. 120. 12 DOZEN CASE
Length: 32 inches. Width, Front to Back: 24 inches. Height: 42 ioches, Standard

Finish: Standard Mahogany or Oak.
Glass: Polished plate zlass with all exposed edges handsmoothed and polished. Glass parts are cemented together by patented cement construction.
Trays: Lined with genaine gray silk velvet, finished the same as the case; ten size capacity. Trays are two rows deep, top row dropping back when upper door is opened. Concealed compartment below upper door holds enough trays to complete the capacity of the case-
Storage: Besides the concealed compartment containiug trays,


NO. 60. 6 DOZEN CASE
Length: 18 inches. Width, Front to Back: 24 inches. Height: 42 inches, Standard
there are stock drawers in the lower part of the case below the slrding doors.
Hardware: Lock on upper doors and on each lower stock drawer. Special lock on sliding doors. Legs of case have polished brass feet.
Display Section: Sliding wood panel doors on back of case; gray velvet-lined floor; plate glass shelf resting on fixed metal supports.
Dimensions and Prices: All cases 42 inches high and 24 inches wide from front to back.

## HOW TO OBTAIN THESE CASES

These exclusively Carter display cases are supplied to you at their cost to The Carter Ink Company under these conditions:Order enough Carter Pens and Pencils to equal the capacity of the case you want. Carter Desk Stands to equal value of any number of pens and pencils may be substituted if preferred.

| $\begin{aligned} & \text { Case } \\ & \text { No. } \end{aligned}$ | Length | $\begin{aligned} & \text { Stock } \\ & \text { Drawers } \end{aligned}$ | Capacity | $\begin{gathered} \text { Price } \\ \text { No } \\ \text { Wiring } \end{gathered}$ | Price With Wiring s. Fixtores | $\begin{aligned} & \text { Case } \\ & \text { No. } \end{aligned}$ | Length | Steck Drawers | Capacity | Price No Wiring | Price With Wiring s Fixtures |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 60 | 18 in. | One | 6 Dozen | \$42.50 | \$48.50 | 180 | 47 in. | Two | 18 Dozen | \$84.00 | \$96.00 |
| 120 | 32 in. | Two | 12 Dozen | 59.00 | 65.00 | 240 | 63 in . | Four | 24 Dozen | 105.00 | 119.00 |

F. O. B. Kendallville, Ind. Wiring prices include Fixtures and bulbs. Nos. 60, 120 and 180 have one Fixture. No. 240 has two Fixtures.

## The Carter ${ }^{\text {OnMmpunc }}$ Pen



No. 480
FORTY-EIGHT DOZEN SIZE

## Dimensions

 Length- 124 inches Width - 24 inches Height - 42 inches| NO LIGHTS | $\$ 300.00$ |
| :--- | :--- |
| WITH LIGHTS | $\$ 328.00$ |



WITH LIGHTS $\$ 264.00$

## HELPFUL INFORMATION Regarding Carter Floor Cases

Examine on arrival for concealed loss and Damage. It is best to open one side of packing case and carefully examine lloor case for damage before removing from packing entirely. If damage is evident notify immediately (do not delay) the Transportation Compary to send agent to examine.

Be sure Case is Level. It is important that the larger Floor Cases be level so that the doors will open ireely and the plate glass will not be under severe stress and strain. All cases are tested at factory on perfectly level bed. Case should be tested when set up and levelled if Hoor is uneven.


No Lights- $\$ 105.00$
With Lights-\$119.00


Dimensions: Length, 47 inches; Width, 24 inches; Height, 42 inches
No Lights- $\$ 84.00$ With Lights- $\$ 96.00$

## Carter's FOUNTAIN PEN Inks

## CARTER'S BLU-REX FOR FOUNTAIN PENS AND STEEL PENS

BLU-REX writes a rich blue that remains ever blue. Blu-Rex is not permanent and therefore is easily removed by soap and water from clothing and rugs. It is an ideal ink for hotels, schools and colleges, clubs and equally good for fotntain or steel pens, Blu-Rex frows smoothly and evenly without blot or blob from the fountain pen.



## CARTER'S RYTO INK



## FOR FOUNTAIN PENS AND STEEL PENS

THe leading ink for fountain pens and general use, made from an entirely new formula developed in the Carter laboratories. Ryto writes a vivid blue that is very easy on the eyes under natural or artificial light. It is an iron gall ink which becomes a permanent black after oxidizing. Ryto has met with wide favor because of its beautiful color, freedom from sediment and the fact that it retains its snappy color in the bottle when in use.

| No. | Description a a | Dos it a. Box | List Price | Suggested Retall Raice |
| :---: | :---: | :---: | :---: | :---: |
|  | Cathedral Quart, pouront and hermetle seal | 1 | \$18.00 per daz. | \$1.25 each |
| 42 | Cathedral pint, poutont sand hermetic seal | 1 | 0.75 per doz. | .75 each |
| 143 | Cathedrat Half-jpint, pourout and hermetic seal | 1 | 6.50 per doz. | . 45 eacb |
|  | 4 cos. hexasonal, embossed top | 1 | 3.00 per doz | 23 each |
|  | S os, cylinder, embossed top, in decorated carton | 1 | 300 per dos. | .25 emeh |
|  | 2 os cyluder, cmbossed top, in decornted carton | 3 | 15.00 per gro. | 10 each |
| 147 | 2 06. cylinder, same style | 1 | 17.20 per gro. | 10 each |

## CARTER'S FOUNTAIN PEN INK

ABLUE-BLACK, free flowing, fine writing ink. Its initial color is a delightful, easy-to-read blue, deep and full, that later turns to a permanent jet black. It is made to prevent clogging in the pen and is of a consiatency to flow from the pen at the slightest tuach but not frecly enough to drop.

| No. | Description | Dos. In | a Box | List |
| :--- | :--- | :--- | :--- | :--- |
| Price | Suguested |  |  |  |
| Retain Prive |  |  |  |  |



CARTER'S GOLORED FOUNTAIN PEN INKS BRILLIANT, CLEAN-CUT COLORS, MADE ESPECIALLY FOR FOUNTAIN PENS

Violet-Green-Blue-Red-Black
$S^{\text {Tocxed in quarts, pints, half-pints, four ounce cylinders, two ounce squares, Packed } 1 / 2 \text { dozen in a box in quart, pint }}$ and balf-pint sizeg; one dozen in a box in 4 ounce size, 3 dozen and 1 dozen in a box in 2 ounce size.

